



Department of Tourism Statistical Highlights Comparing 2013 over 2012

Despite the challenges of federal sequestration, a spring blizzard, an early October blizzard and a federal government shutdown, South Dakota's visitor industry fared well in 2013.

Looking at 2013 over 2012:

- Taxable sales were up 4.5%
- Inquiries were up 8.4%
- Unique visitors to our consumer website, TravelSD.com, were up 3%
- Visitation to South Dakota was up 3.1%
 - Number of person stays (see below for definition): 16.94 million
- At our Information Centers along I-90 and I-29:
 - Total cars were up 8%
 - Total tour buses were up 9%
 - Tour buses carrying foreign visitors were up 38.2%

In terms of how this looks for South Dakota's economy, the news is equally as positive:

2013 Economic Impact Statistics:

- In 2013, the total economic impact of South Dakota's visitor industry was \$1.98 Billion, which is an increase of 2.8% over 2012.
 - In state share of spending: 29.9% (30% in 2012)
 - Other U.S. share of spending: 61.7% (62% in 2012)
 - International share of spending: 8.4% (8% in 2012)
- Tourism generated 19.41% of the total state and local tax revenues collected in 2013, which amounts to \$295 million.
- Nearly 28,000 jobs were supported by core travel & tourism economic activity in 2013, which means 1 out of 11 South Dakota jobs depend on travel and tourism.
- Without Tourism, each South Dakota household would pay about \$892 more in taxes each year.

Return on Investment:

- In 2012, the Dept. of Tourism contracted with Longwoods International, a respected leader in marketing research, to conduct a study of its marketing impact.
- Results showed that for every dollar spent on marketing tourism in South Dakota, the state receives \$5 back in tax revenue.